GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

I&I Department - AP Digital Corporation Limited - Comprehensive Guidelines and Criteria for empanelment of Social and Digital Media Agencies for creating, planning, designing and releasing the Government advertisements through Digital Media - Approved - Orders - Issued.

INFRASTRUCTURE & INVESTMENT (AIRPORTS) DEPARTMENT

G.O.Ms.No.15 Dated 31.12.2021.

Read the following:

1) G.O.Ms.No.19, I&I (Airports) Dept., Dated 31.03.2020.
2) From the VC&MD APDCL, Letter No. 001/Spl/APDCL/Digital Policy-1/2021, Date:12.04.2021.

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ORDER:

In the G.O 1st read above, Government of AP has established AP Digital Corporation for strategically leveraging the Digital Media platforms by building direct communication with the people, to propagate the vision of the Government and to drive AP Digital Mission with desired objectives. The Government's aim is to publicise the information about welfare and development schemes through visual content and messaging via Digital and Social Media platforms. In this regard, there is a great need to have centralised and comprehensive Digital advertisement policy for Social and Digital Media platforms to achieve these two desired objectives:

a) To prepare effective strategies for execution of IEC (Information, Education and Communication) activities of the Government flagship programs with a uniform communication strategy.

b) To coordinate, control and track these activities in an effective manner to reach wider audience.

2. In order to implement the uniform communication strategy of Andhra Pradesh Government through Social and Digital media, the Vice Chairman & Managing Director, AP Digital Corporation has prepared draft Guidelines and Criteria for empanelment of Social and Digital Media Agencies and requested the Government to consider and issue suitable orders in this regard.

3. Government after careful examination hereby approve the following Comprehensive Guidelines and Criteria for empanelment of Social and Digital Media Agencies for creating, planning, designing and releasing the Government advertisements through Digital Media:

I. Nodal Agency

M/s. AP Digital Corporation Limited, Vijayawada will be the Nodal agency for all State Government Departments/Public Undertakings/ Corporations/ Societies/ Local Bodies etc. for advertising on the Social and digital media platforms by identifying and selecting suitable advertising agencies through empanelment for creating, planning, designing and releasing the Government advertisements through Digital Media.

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M/s. APDCL shall undertake the uniform communication strategy through Social and Digital Media, as per the instructions of the Government from time to time.

The selection of agencies/vendors/TSPs shall be done through an empanelment process from open market to finalize Agencies with certain terms and conditions as per need.

II. Eligibility Criteria for Empanelment of Social/Digital Media Agencies:

All agencies concerned should necessarily meet the following requirements:

i. Agency should be a Company or partnership firm duly registered with appropriate authority in India.

ii. Agency should have been in Digital advertising and marketing business for the past TWO financial years.

iii. Agency should have done a minimum combined turnover as prescribed from time to time by the Nodal Agency, from the Digital Advertising & Marketing services in the last financial year.

iv. Agency should have carried advertising campaigns targeting various demographics in India.

v. Agency should have been a Google Partner or any other Social Media platform during the last financial year and should have expertise in running brand awareness programs both directly and through Google and social media platforms.

vi. Agency should have capability of tracking real-time performance of ads on google and other social media platforms.

vii. Agency should have expertise in creating relevant Visual content for Digital media needs, including Video and Graphics.

viii. Agency should be a full-service Agency offering various services including Media Planning & Buying services (either as an integral part of the Agency or Group Company /Subsidiary).

ix. Agency should not have been barred by any department of Government of India, any State Government/UT, PSU, etc., during the last 5 years. No complaint should be pending with any Government or its agencies. An affidavit, in this regard, should be submitted by the agency.

x. Agency should have resources to handle full-fledged multi-media, multi-lingual campaigns, including proficiency in proof reading in major Indian languages.

xi. Website of respective agencies should have registration as per guidelines of Government of India/ Government of AP and have at least one year online operative experience under the same website address as on date of filing the application with APDCL for empanelment.

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xii. Agency shall be owned and operated by companies in India as per above categories. Agency with foreign companies /origin should have its registered company in India carrying out its operation of Adv. Business for a period of one year prior to the date of filing.

xiii. Agency shall follow the guidelines of Government of India issued vide G.S.R. 139(E) Notification of Ministry of Electronics and Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

xiv. APDCL shall coordinate with Information & Public Relations and update these activities from time to time, so as to have a comprehensive advertisement policy and uniform communication strategy, and also to achieve the desired common goals and objectives of the Government.

xv. APDCL Board may decide on any additional eligibility criteria, as and when required as per the evolving digital scenario.

4. The Vice Chairman & Managing Director, APDCL shall take necessary action accordingly.

5. This order issues with the concurrence of the Finance Department vide their U.O.No. FIN01-FMU0MISC/145/2021-FMU-IIEIC (Computer No.1395791), Dated 20.09.2021.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director, APDCL, Vijayawada.

Copy to
The Commissioner, I&PR.
The ITE&C Department.
The Finance (FMU-I&I, Energy and I&C) Department.
The GA (Cabinet) Department.
The P.S. to Secretary to Hon'ble CM,
The P.S to Hon'ble Minister for I&I,
The P.S. to C.S to Department.
The P.S. to Spl. C.S to Govt., I&I Department.
(C.No.INI01-APDC/4/2020-Airports, Comp.No.1392939)

//Forwarded :: By Order//

C. Kathyayani
SECTION OFFICER